

COMMUNITY MANAGEMENT

Building A Strategy That
Will Help You Humanize
Your Brand



About Jimmy Newson

Founder: Moving Forward Small Business | Jimmy Newson Consulting

Senior Advisor | New York Marketing Association

Jimmy Newson is the founder of Moving Forward Small Business, a membership-based digital publishing company on a mission to save a million small businesses from failure by 2050, leveraging technology, innovation, and business strategy. He is also the senior advisor for the New York Marketing Association. He presents workshops and trainings regularly with the NY Public Library, SCORE, Digital Marketing World Forum, DC Start-Up Week, and multiple international SaaS companies.



Email:

jimmy@movingforwardsmallbusiness.com

LinkedIn: @ jimmynewson

Twitter: @jimmynewson1

FB: @jimmylnewson



Certifications



A person is sitting on a beach at sunset, holding a large bouquet of flowers. The person is in silhouette, and the background is a bright orange and yellow sky with birds flying. The text "DISCONNECTED" is overlaid on the right side of the image.

DISCONNECTED

What's Missing?

COMMUNITY



Time to
transition from
an everyday
brand to
a human brand



In Today's Session:

1. What is Community Management
2. Types of Community Management
3. Community Management Strategy
4. Community Management Best Practices
5. Community Managers



What Is Community Management?

A dark blue-tinted background image showing several business professionals in a meeting. They are gathered around a table, looking at a laptop screen and some documents. The image is semi-transparent, allowing the text to be clearly visible.

What Is Community Management?

Community management is the process of building an authentic community among a business's customers, employees, and partners through various types of interaction. It's how a brand uses opportunities (in person and online) to interact with their audience to create a network in which they can connect, share, and grow.

Community Management Allows Your Business to:

- Obtain feedback and gather ideas from your customers and audience members through real conversations.
- Provide support for audience members, fans, and customers when they need it.
- Increase brand and product awareness among your target audience.
- Learn about your customers and what they want, expect, and need in terms of content, products, services, and support.
- Build one-on-one and one-to-many relationships between audience members and your brand.
- Boost customer interactions, conversions, and sales.
- Provide value to your customers beyond a product or service.



Types of Community Management

Types of Community Management

There are six main types of community management — some of these happen behind a screen and require no face-to-face interaction, and some involve members of your community to interact with you and your team in person. The easiest way to review these types of community management is through the SPACE Model.

S: Customer Support/ Success

The first type of community management is customer support and success. There are a few simple ways to think about customer support and success in terms of community management — a forum, FAQ document, and a community website.

P: Product Ideation, Innovation, and Feedback

Product ideation, innovation, and feedback is both a proactive and reactive type of community management. It requires you to create a safe space where your customers and target audience can share their feedback and thoughts about the ways you can innovate and improve your products and services.

A: Acquisition and Advocacy

Acquisition and advocacy is another type of community management. This form of community management allows you to directly with the people who are most excited about your business including your leads, customers, brand ambassadors, and brand advocates.

C: Content and Programming

Another type of community management involves the creation of content and programming for your members — such as your customers, fans, followers, or employees. Your content and programming might include marketplaces, crowdfunding, user groups, and user-generated content.

E: External Engagement

External engagement is a type of community management that provides your customers and supporters with a sense of belonging that leads to a stronger connection to your brand through a space that exists outside of your business. One of the most common types of external engagement community management is social media management.

(I): Internal Engagement

Lastly, there's internal engagement community management. Companies today are learning the value of creating strong communities internally — among their employees, partners, vendors, and suppliers.

Strengthening these internal relationships creates a sense of belonging and allows people to find others to identify with, which, in turn, boosts company morale and overall happiness.



Community Management Strategy

As you can see, there are several types of community management and ways to go about implementing them at your company.

For this presentation, we will focus on an External Engagement Strategy

Community Management Strategy

Community Management Strategy

- Choose a social media channel
- Identify your audience
- Ask your audience what type of content they want to see
- Determine how you'll identify success
- Set goals
- Post regularly and engage with your audience
- Measure your results



Community Management Best Practices

Community Management Best Practices

- Set community rules and guidelines.
- Check on your community regularly.
- Be authentic.
- Listen to your community.
- Show appreciation to your followers.
- Maintain your brand voice at all times.
- Explore new ways to engage your community.



Community Managers

Community Manager Responsibilities

- Has the ability to lead your community development and growth efforts.
- Is highly customer-focused.
- Can empathize with their members on forums, during in-person meetings, on social channels, on community platforms, and more.
- Knows how and when to show empathy.
- Is an authentic and detail-oriented person.
- Can analyze and measure community management efforts and results.
- Understands who you are as a brand and carries that image and voice — along with your marketing efforts — over to your community



Your Community



Start Building Your Community

By implementing a community management strategy at your company, you'll be able to create a safe place for your customers, fans, employees, and followers to collaborate, provide you with feedback, bond, and learn.



Start Building
Your
Community

• Build brand loyalty

• Increase conversions and sales

• Show your brands human



Resources

The Ultimate Guide to Community Management

Learn about community management and how to build a strategy that will help you humanize your brand.

Written by: [Kristen Baker](#)



COMMUNITY MANAGEMENT TEMPLATES

3 templates to help you build, grow, and connect with your community.

[Get the Free Templates](#)



Updated: 03/10/22 Published: 11/17/21

Free Kit

Community Management Templates

3 templates to help you build, grow, and connect with your community.

Download Now



<https://offers.hubspot.com/community-management-templates>



DMWF - Amsterdam Masterclass Resource Page

Workbooks, Templates, Tools and Slide Decks

Please download the slide deck below and additional resources.

Got any que
help.

Download: <https://www.movingforwardsmallbusiness.com/dmwf-amsterdam/>

Jimmy Newson

Connect With Me

- Email: jimmy@movingforwardsmallbusiness.com
- LinkedIn: @ jimmynewson
- Twitter: @jimmynewson1
- FB: @jimmylnewson

